Insights *for* An Optimum eCommerce Website



A study from the Top 50 eCommerce websites
Brought to you by eClerx Digital



With world's
GLOBAL AVERAGE
CONVERSION RATE
OF ONLY

2.42%
in 2018

(R)etailers still have plenty of opportunity to grow.

We looked at top 50 (R)etailers PRODUCT PAGE CTAs and what they do to ensure their PDP conversions.

70%
place Cart Addition CTA above the fold

More than
60%
use Green, Black and Blue for the Cart Addition CTA



Only
40%
have Social Sharing tools

Caution should be used in placing these buttons to ensure they do not distract the visitors away from the more important content like ratings, reviews, and product images.

However, use complimentary colors or a color hierarchy that goes with the overall brand theme



80%
have the option of adding the products to a Wishlist with text "ADD TO LIST", "ADD TO WISHLIST", "SAVE FOR LATER" or "ADD TO FAVORITES"

50%
use "Add to Cart" as text followed by "Add to Bag" used by **30%** depending on the line of products sold. We advise clients to test the text that works best with your ecommerce visitors.

Over **80%** of the (R)etailers Cart Add CTA Height is greater than 50px and Width greater than 400px to ensure your CTA button stands out use ample white space around it.

90% use **WHITE** as the CTA text color

Want to know more about Add to Cart?
CLICK HERE

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